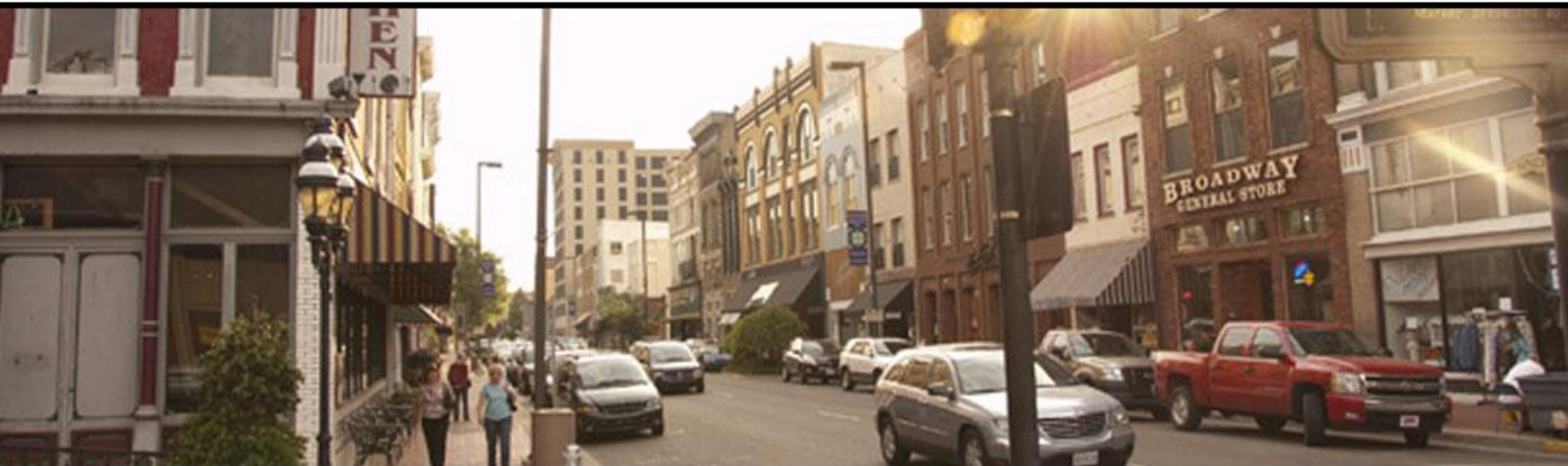


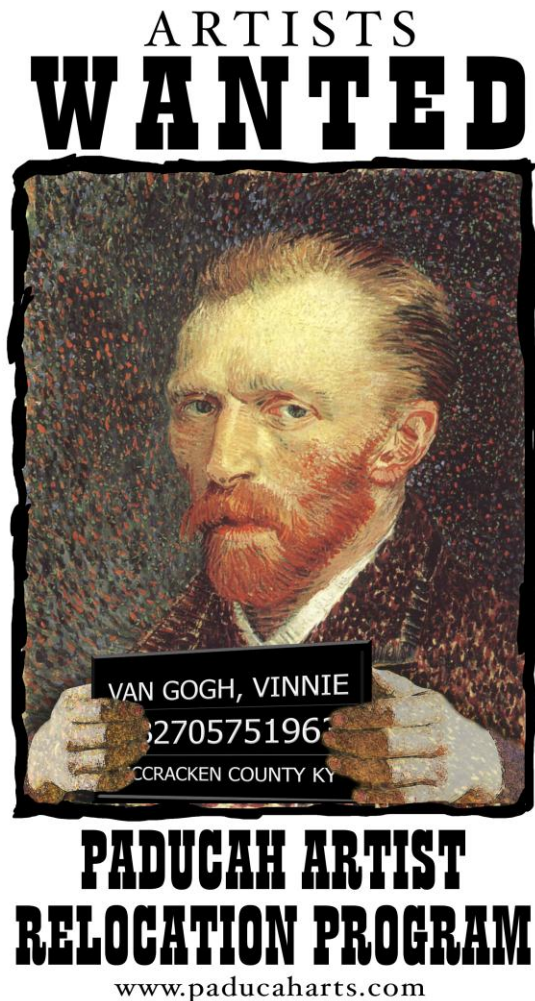
COMMUNITY ARTS COLLOQUIUM

PADUCAH'S ARTIST RELOCATION PROGRAM NEIGHBORHOOD REVITALIZATION

Presented by
Monica Bilak and Steve Doolittle
MORGAN & DEAN



Artist Relocation Program ~ National Model



Existing Cultural Assets



Commitment to Neighborhoods

In 2000, Paducah, KY focused on a neighborhood that had been in decline since the 1950's. Like many city's, urban sprawl and careless lack of city attention led to blight.

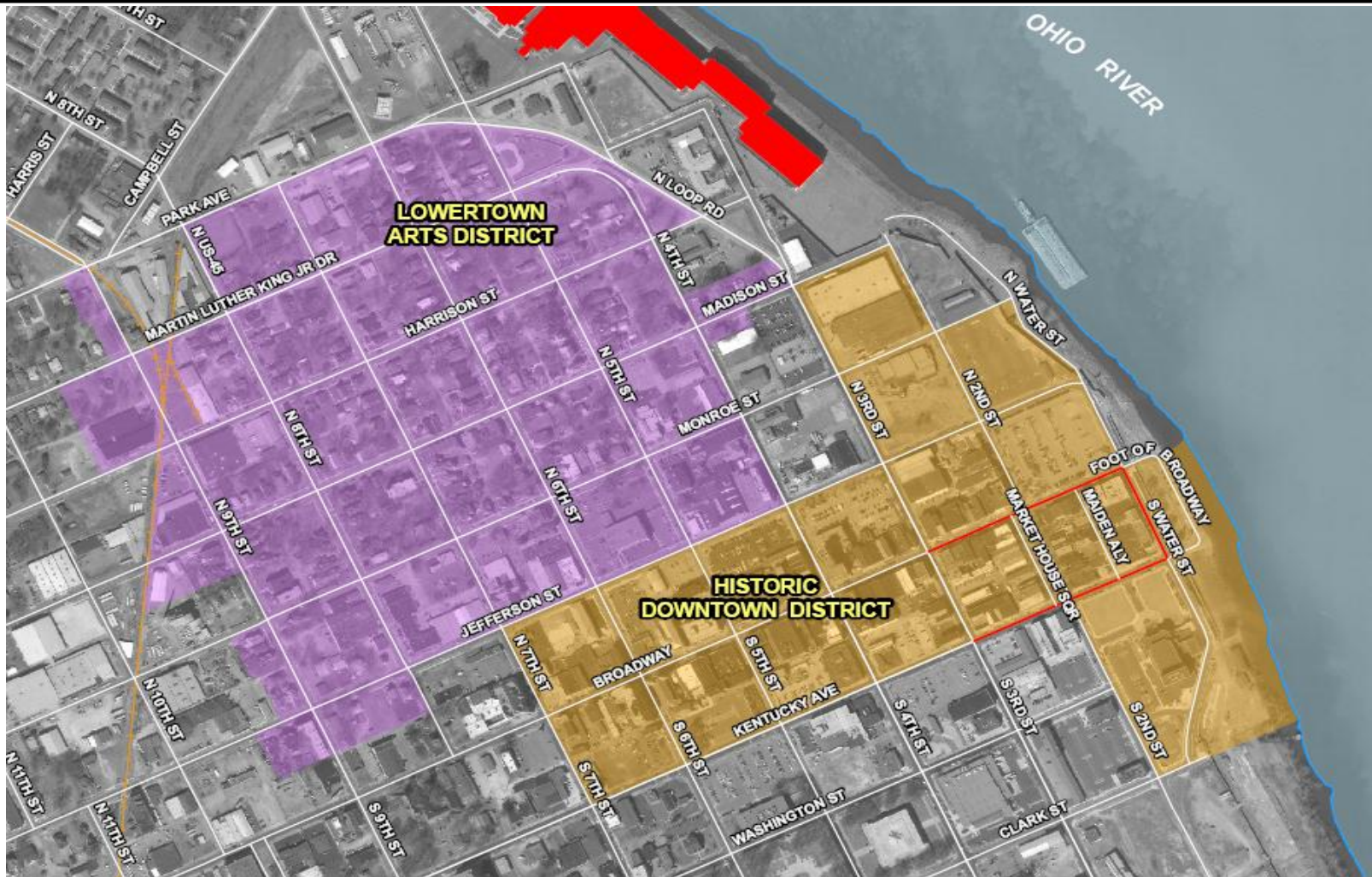
City officials made a commitment to revitalize that neighborhood through thoughtful process of planning, implementing a strategy with the support of key stakeholders, and creating the

Artist Relocation Program.

LowerTown By The Numbers

- ◆ Over 80 artists relocated to Paducah into the 25 square block neighborhood.
Creating an Arts District
- ◆ About 80 historic structures re-hab'ed
- ◆ Over 25 infill projects completed
- ◆ Public Investment \$3 million
- ◆ Private Investment \$35 million

LowerTown Context

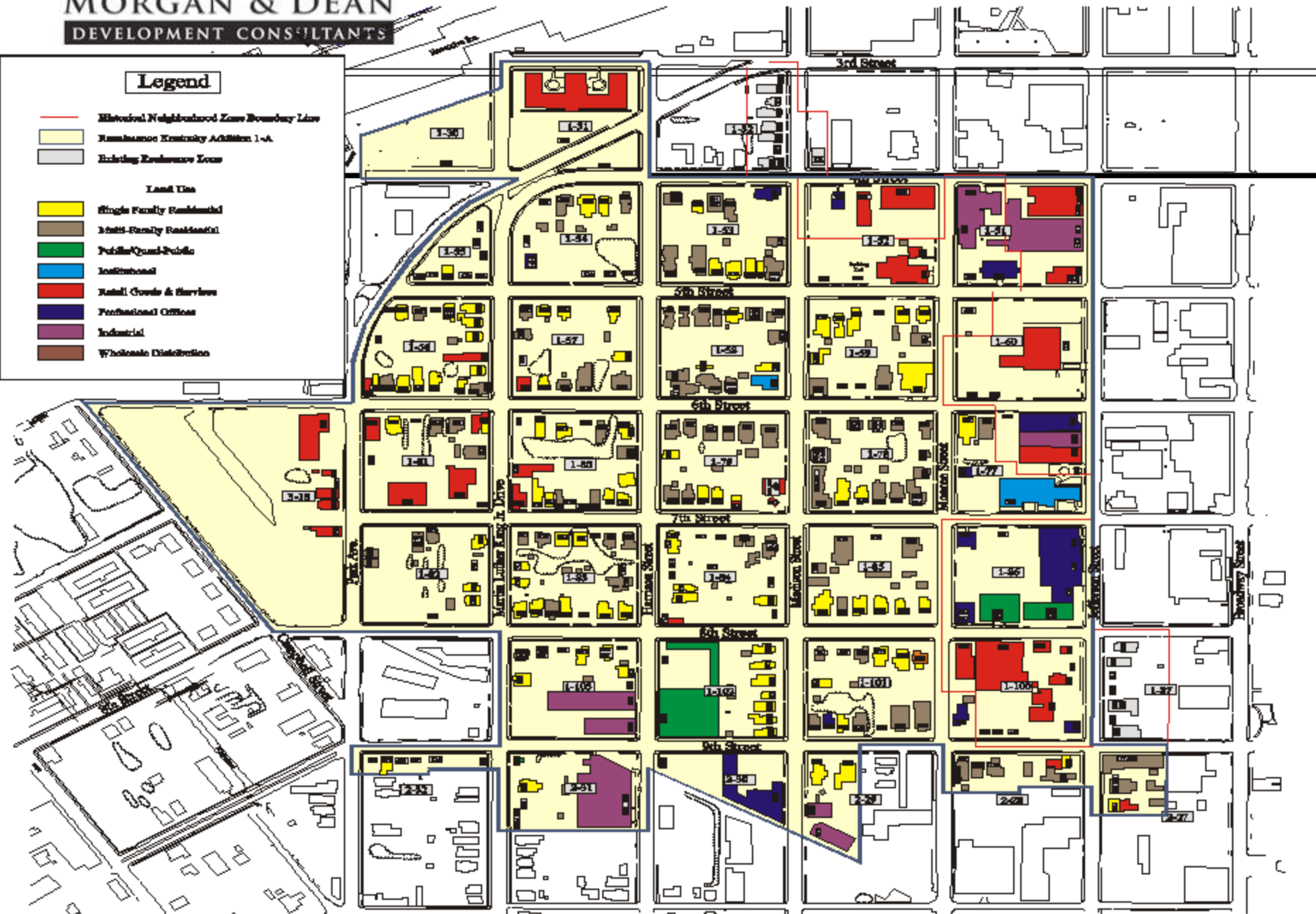


MORGAN & DEAN

DEVELOPMENT CONSULTANTS

Legend

- Historical Neighborhood Zone Boundary Line
 - Renaissance Eastside Addition 1-A
 - Existing Renaissance Zone
- Land Use**
- Single Family Residential
 - Multi-Family Residential
 - Public/Quasi-Public
 - Institutional
 - Retail Goods & Services
 - Professional Offices
 - Industrial
 - Wholesale Distribution



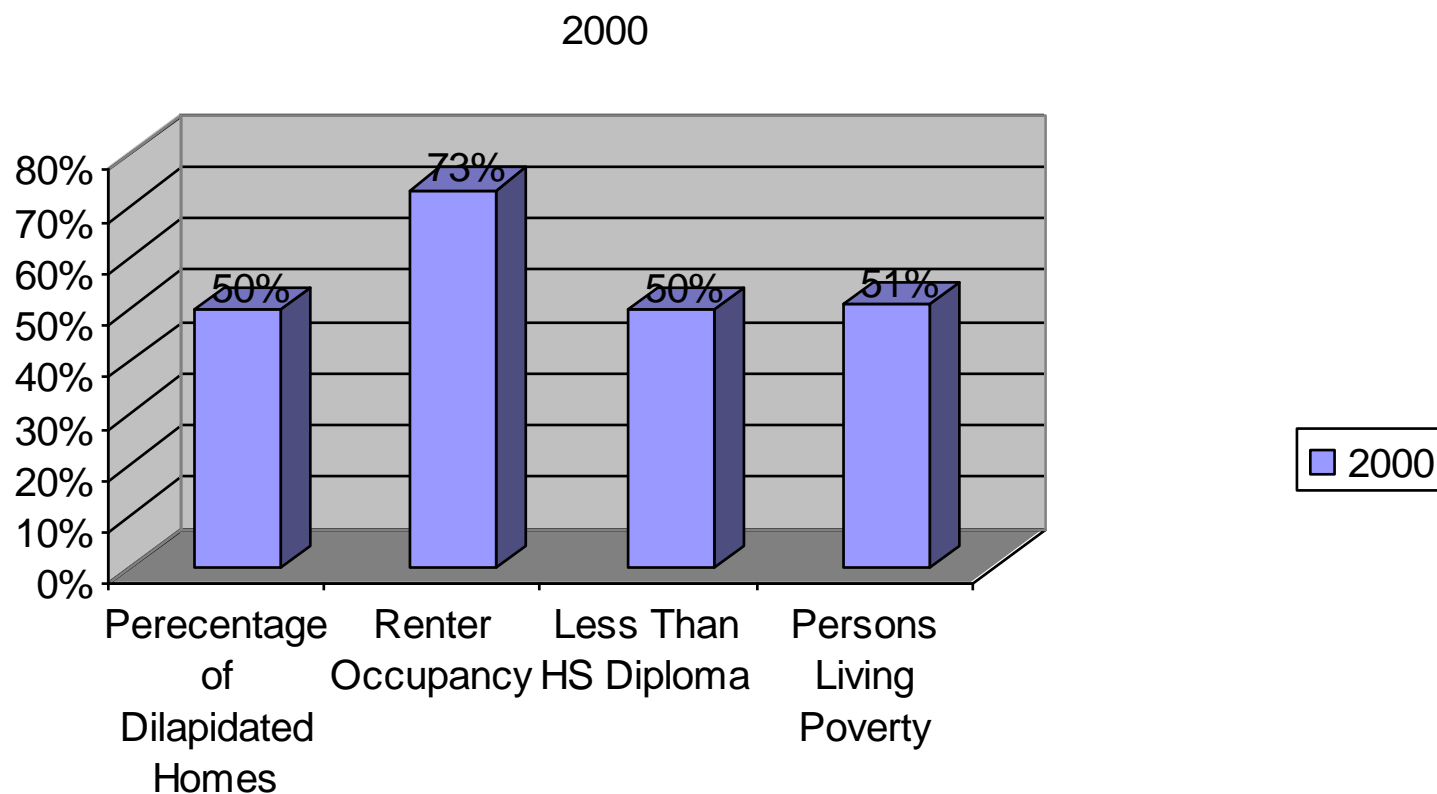
It Wasn't Too Long Ago...



Pervasive Slum Lording & Decay



Demographics Then



The Neighborhood Challenges

Neighborhood Planning

**Eliminate
Slum
& Blight**



**Reduce
Crime**



**Address
Traffic
Issues**



**Recruit
Investment**



The Neighborhood Strategies

Eliminate Slum & Blight

**Aggressive
Codes Enforcement**



Reduce Crime

**COP's
& Lights**



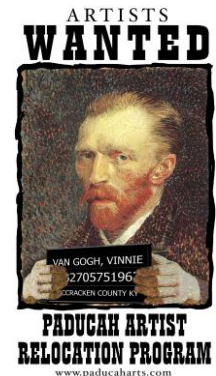
Address Traffic Issues

**Install Traffic Signs
& Enforce**



Recruit Investment

**Artist Relocation
Program**



Artist Recruitment

- ◆ Acquisition of Property
- ◆ Paducah Bank
- ◆ Workable Zoning ~ Live Work Sell
- ◆ Historic District ~ Design Guidelines
- ◆ Understanding Building Inspectors
- ◆ Creation of Arts District
- ◆ Marketing and Promotion

Results



“Sense of Place”



Vibrant Culture



Historic Character



Good Results



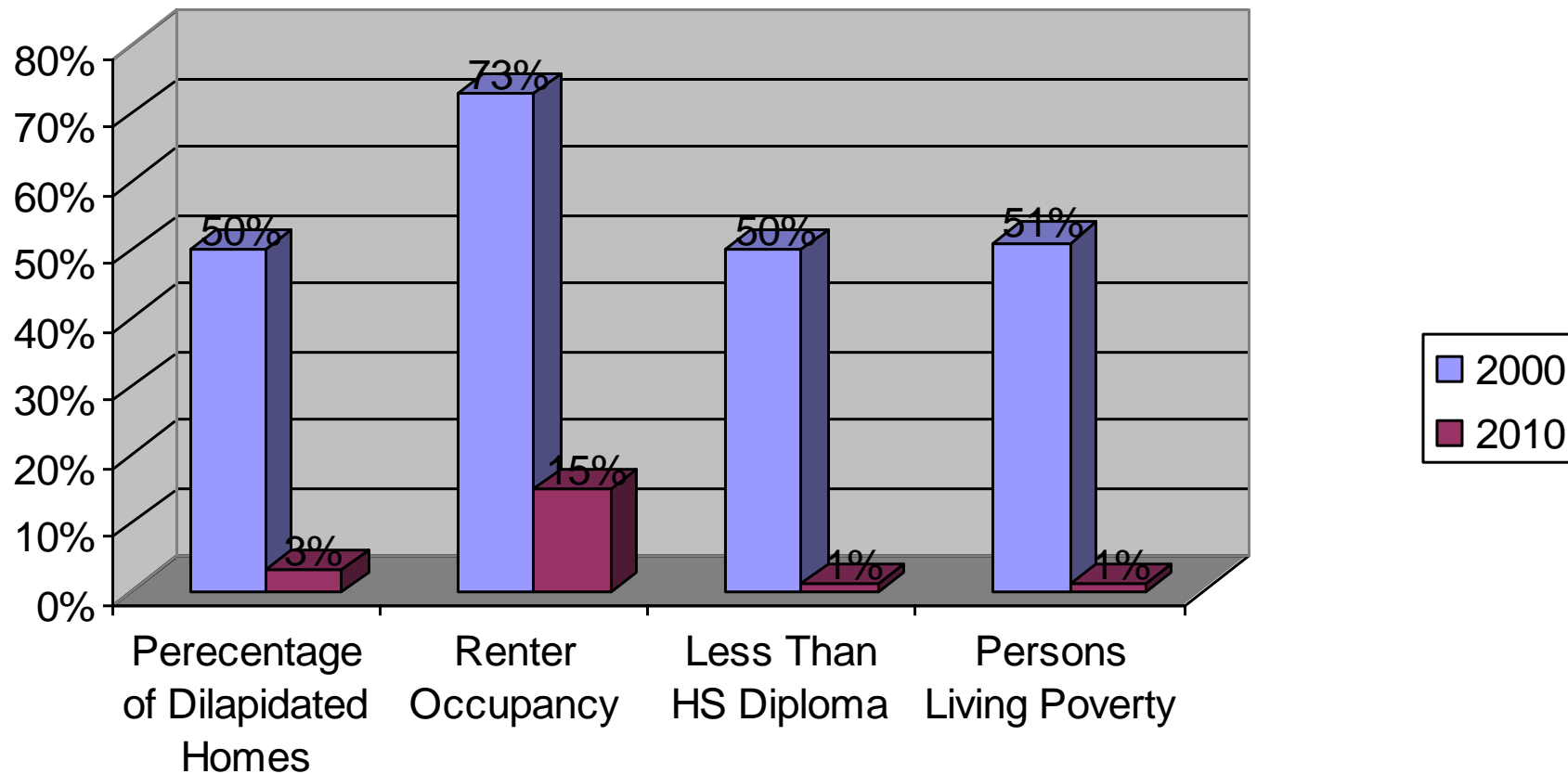
Stranded Cow




Performing Arts Center



Demographics Then and Now



Clever Marketing



New York
Chicago
Paducah
Los Angeles

One of these cities wants more artists.


PADUCAH
ARTIST RELOCATION PROGRAM

Come. See for yourself.

Paducah, Kentucky • www.paducaharts.com • 270-444-8690

The advertisement is a colorful collage. On the left, a person sits on a bed with a green blanket, and below them, a person in a yellow shirt is depicted. At the bottom left is a large, textured, brown ceramic jar. On the right, a vertical strip of colorful, abstract shapes runs down, with a paintbrush applying red paint to the word 'PADUCAH'. Below the paintbrush is a piece of wood with a circular hole. The background features a blue sky with white clouds and a dark, silhouetted landscape at the bottom.

Clever Marketing



Come. See for yourself.
You'd be crazy not to.

Opportunities for Artists, Galleries & Restaurants.

PADUCAH
ARTIST RELOCATION PROGRAM

www.paducaharts.com

Clever Marketing



Contemplating
what to do with your art career?

Join the fastest growing arts district in the country.

Professional artists from Los Angeles, New York, San Francisco, Chicago, Nashville, Maryland, Maui, San Diego, Memphis, North Carolina, & Washington D.C. have already made the move. Paducah -- say it loud and there's music playing... Paducah -- say it soft and it's almost like praying.

Call 270-444-8690 or visit www.paducaharts.com

PADUCAH
ARTIST RELOCATION PROGRAM

Clever Marketing



Max Beckmann's
TOP 5
Cultural
Destinations

1. Paris
2. Paducah
3. New York
4. Chicago
5. Frau Blüecher's
Artist Retreat,
Munich

Yeah, Paris is OK,
but their BBQ's awful.

Opportunities for Artists,
Galleries, & Restaurants.

PADUCAH
ARTIST RELOCATION PROGRAM

www.paducaharts.com • 270-444-8690

Awards and Recognition

Award Winning Program

**2005 ICMA International City Managers
Association Award**

**2005 \$10,000 Rudy Bruner Award for Urban
Excellence**

2004 American Planning Association – National
Planning Award/Special Community Initiative. (1st
out of 189 National Submissions from Major Cities)

**2001 James C. Howland Awards for Urban
Enrichment** – Recognition Award.

Dorothy Mullins Arts and Humanities Award –
National Recreation and Park Association

Great American Main Street Award – National
Trust for Historic Preservation

Dozen Distinctive Destination – National Trust for
Historic Preservation

National Media Recognition

Dennis Wholey – This is America

Wall Street Journal

Osgood Files CBS Radio

Chicago Tribune

Los Angeles Times

Baltimore Sun

New York Times

Downtown Promotion Reporter

Preservation Magazine

Art Calendar

Keys To The Success

- ◆ A Great Roadmap
- ◆ Local Official Support
- ◆ Workable Regulatory Climate
- ◆ Public and Private Partnerships
- ◆ Quirky Marketing

For More Information

Steve Doolittle and Monica Bilak

Morgan & Dean

WWW.MORGANANDDEAN.COM

270.556.8240